

EQUALITY COMMISSION





Illustrations by Lucía Beltrán



Instituto de Ciencia de Materiales de Madrid C/ Sor Juana Inés de la Cruz, 3 28049 Madrid

Visit our website

www.icmm.csic.es

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buzon.ci@icmm.csic.es

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BEST PRACTICES FOR INCLUSIVE OUTREACH

Have you thought

that while outreaching we are building the social perception about what is important in Science?

Are you aware

• that on outreaching we are also communicating how researchers should be, and this has an impact on scientific vocations?

? Have you considered

using your outreach to show that science is involved in the relevant issues in society?



BEST PRACTICES FOR INCLUSIVE OUTREACH



Science for society

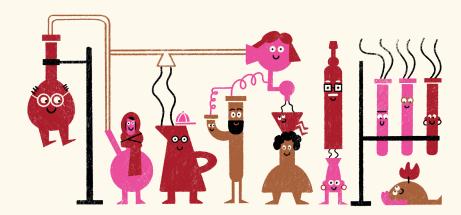
- Put the public at the spotlight of your outreach. Empathize with them. If they do not understand you, perhaps you are not explaining yourself properly.
- Be humble, without being aggressive or patronizing.
- Avoid disrespectful or unpleasant jokes or comments, such as those related to age, appearance, sexism, homophobia, racism or despective phrases like 'magnetism explained to your grand-mother'.
- Always try to correlate the science you are showing with society's improvement, especially if it affects nowadays issues.

Women and science

- No not forget to mention women that have contributed to the research you are showing. Remember that female scientists hardly appear in textbooks.
- Pay attention to the involvement of boys and girls in your activity. If you perceive girls are less participatory, encourage them to answer questions or choose them as volunteers.
- Avoid transmitting stereotypes, for example that science is done by genius working alone, or that boys have better aptitudes than girls for science. Show science as a team activity, done by people that work hard and enjoy.

Inclusive science

Inclusive Science is not only the people you mention, but the images, the examples, and the language you use. Inclusion embraces other ethnicities, gender identities, and functional diversity. What is not named, does not exist.



- Make your outreach teams as much heterogeneous as you can, taking into account gender, age, nationality, and culture.
- Remember that you do not know the personal background of your audience. Avoid jokes and stereotypes, and be respectful.